

### **In the Claims**

1. (Currently Amended) A computerized method for updating user profiles comprising:  
 identifying a set ~~sets~~ of user profiles ~~of a plurality of users~~ ~~profiles~~ in a multi-user broadcasting system, each user profile operable to allow a user to customize a viewing experience via the broadcasting system, ~~each~~ the identified set of user profiles being identified according to ~~at least one~~ a first common interest common among the identified ~~set~~ ~~sets~~ of user profiles; and  
 notifying each user of the ~~sets~~ identified set of user profiles ~~when~~ if any user of the identified set of user profiles applies an update to ~~the common~~ a second interest ~~of a~~ in one profile of the identified set of user profiles ~~of the sets of user profiles, the second~~ interest not being common to the identified set.
2. (Currently Amended) The method as set forth in claim 1, wherein identifying comprises linking each user profile of the ~~sets~~ identified set of user profiles having the ~~at least one~~ first common interest.
3. (Currently Amended) The method as set forth in claim 1, wherein the ~~common~~ first interest is selected from the group consisting of a type of program, a genre, and a content of program.
4. (Previously Presented) The method as set forth in claim 1, wherein notifying comprises sending a message informing each user of the update.
5. (Currently Amended) The method as set forth in claim 1, further comprising receiving an indication from any user of the identified set of user profiles to apply the update to the user profile of at least one of the users of the identified set of user profiles.
6. (Currently Amended) The method as set forth in claim 1, wherein notifying comprises automatically updating the user profile of at least one of the users of the identified set of user profiles with the update.

7. (Currently Amended) A computer readable medium comprising instructions which when executed in a processing system performs a method for updating user profiles comprising:

identifying a set ~~sets~~ of user profiles ~~of a plurality of users profiles~~ in a multi-user broadcasting system, each user profile operable to allow a user to customize a viewing experience via the broadcasting system, ~~each~~ the identified set of user profiles being identified according to ~~at least one~~ a first ~~common~~ interest common among the identified set ~~sets~~ of user profiles; and

notifying each user of the ~~sets~~ identified set of user profiles ~~when if~~ any user of the identified set of user profiles applies an update to ~~the common~~ a second interest ~~of a~~ in one profile of the identified set of user profiles of the sets of user profiles, the second interest not being common to the identified set.

8. (Currently Amended) The computer readable medium as set forth in claim 7, wherein identifying comprises linking each user profile of the ~~sets~~ identified set of user profiles having the ~~at least one~~ first common interest.

9. (Previously Presented) The computer readable medium as set forth in claim 7, wherein notifying comprises sending a message informing each user of the update.

10. (Currently Amended) The computer readable medium as set forth in claim 7, further comprising receiving an indication from any user of the identified set of user profiles to apply the update to the user profile of at least one of the users of the identified set of user profiles.

11. (Currently Amended) The computer readable medium as set forth in claim 7, wherein notifying comprises automatically updating the user profile of at least one of the users of the identified set of user profiles with the update.

12. (Currently Amended) An apparatus comprising:

a plurality of user profiles, the user profiles identifying at least one interest of a corresponding user;

an interest evaluation engine, the interest evaluation engine to identify a set ~~sets~~ of user profiles ~~of the plurality of user profiles~~ in a multi-user broadcasting system, each user profile operable to allow a user to customize a viewing experience via the broadcasting system, ~~each~~ the identified set of user profiles identified according to ~~at least one a first common~~ interest common among the ~~sets~~ the identified set of user profiles and to notify each user of the ~~sets~~ identified set of user profiles ~~when if any user of the identified set of user profiles applies an update to the common second interest~~ [[a]] in one profile of the identified set of user profiles of the sets of user profiles, the second interest not being common to the identified set.

13. (Currently Amended) The apparatus as set forth in claim 12, further comprising links establishing the ~~sets~~ identified set of user profiles, the links identified according to the corresponding ~~common~~ first interest.

14. (Previously Presented) The apparatus as set forth in claim 12, wherein the interest evaluation engine notifies by sending a message informing each user of the update.

15. (Currently Amended) The apparatus as set forth in claim 12, further comprises an input device enabling at least one of the users of the identified set of user profiles to select whether the update is to occur.

16. (Currently Amended) The apparatus as set forth in claim 12, wherein the interest evaluation engine notifies by automatically updating the user profile of the at least one of the users of the identified set of user profiles with the update.

17. (Currently Amended) A system comprising:

a processor coupled to a memory through a bus; and  
a linking process executed from the memory by the processor to cause the processor to

identify ~~sets~~ a set of user profiles ~~of a plurality of user profiles~~ in a multi-user broadcasting system, each user profile operable to allow a user to customize a viewing experience via the broadcasting system, ~~each~~ the identified set of user profiles being identified according to at least one common a first interest common among the ~~sets~~ identified set of user profiles; and

notify each user of the identified set of user profiles ~~when~~ if any user of the identified set of user profiles applies an update to ~~the common a second~~ a second interest ~~of a in one profile of the identified set of user profiles of the sets of user profiles, the second~~ interest not being common to the identified set.

18. (Currently Amended) The system as set forth in claim 17, wherein identifying comprises linking each user profile of the ~~sets~~ identified set of user profiles having the ~~at least one~~ first common interest.

19. (Currently Amended) The system as set forth in claim 17, wherein the ~~common~~ first interest is selecting from the group consisting of a type of program, a genre, and a content of program.

20. (Previously Presented) The system as set forth in claim 17, wherein notifying comprises sending a message informing each user of the update.

21. (Currently Amended) The system of claim 17, wherein the linking process further causes the processor to receive an indication from any user of the identified set of user profiles to apply the update to the user profile of at least one of the users of the identified set of user profiles.

22. (Currently Amended) The system as set forth in claim 17, wherein notifying comprises automatically updating the user profile of at least one of the users of the identified set of user profiles with the update.

23. (Currently Amended) An apparatus comprising:

means for identifying a set ~~sets~~ of user profiles ~~of a plurality of users~~ ~~profiles~~ in a multi-user broadcasting system, each user profile operable to allow a user to customize a viewing experience via the broadcasting system, ~~each~~ the identified set of user profiles ~~being~~ identified according to ~~at least one~~ a first common interest common among the identified set ~~sets~~ of user profiles; and

means for notifying each user of the ~~sets~~ identified set of user profiles ~~when if~~ any user of the identified set of user profiles applies an update to ~~the common~~ a second interest ~~of a in one profile of the identified~~ set of user profiles ~~of the sets of user profiles,~~ the second interest not being common to the identified set.

24. (Currently Amended) The apparatus as set forth in claim 23, wherein the identifying comprises linking user profile of the ~~sets~~ identified set of user profiles having the ~~at least one~~ first common interest.

25. (Previously Presented) The apparatus as set forth in claim 23, wherein the means for notifying comprises sending a message informing each user of the update.

26. (Currently Amended) The apparatus as set forth in claim 23, further comprising:  
means for receiving an indication from any user of the identified set of user profiles to apply the update to the user profile of at least one of the users of the identified set of user profiles.

27. (Currently Amended) The apparatus as set forth in claim 23, wherein the means for notifying comprises automatically updating the user profile of at least one of the users of the identified set of user profiles with the update.

28. (New) The method of claim 1, wherein the second interest is associated with the first interest.

29. (New) The method of claim 29, wherein the first interest comprises a subject genre and the second comprises preference-related information.